



WPTV

# ORDER

Print Date 08/21/12

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Flight Dates **08/23/12-08/29/12**

Contract / Revision      **308464 /**

Original Date / Revision  
08/20/12    08/21/12

Advertiser **Crossroads GPS**

Agency    **Mentzer Media**

Buying Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Product

**Crossroads GPS**

Agency Com    15%

Billing Contact

**600 Fairmont Avenue - Suite #306  
Towson, MD 21204**

Sales Office    EWSDC

Sales Region   NAT

Agency Ref

Order Sep      00:20:00

Estimate #      **1955**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-2

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share %      Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	34	\$23,672.50	\$27,850.00	0.00
September 2012	33	\$23,715.00	\$27,900.00	0.00
<b>Totals</b>	<b>67</b>	<b>\$47,387.50</b>	<b>\$55,750.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/26/12	34	\$23,672.50	\$27,850.00
08/27/12	08/29/12	33	\$23,715.00	\$27,900.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WPTV	08/23/12	08/29/12	M-F 9-10a M-F 9-10a	CM	9-10a	22222--	:30	10	\$650.00	P-2	0.00 NM	10	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	22222--					10	\$650.00		0.00		
N 2	WPTV	08/23/12	08/29/12	M-F 10-11a M-F 10-11a	CM	10-11a	11111--	:30	5	\$600.00	P-2	0.00 NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/23/12	08/29/12	11111--					5	\$600.00		0.00		
N 3	WPTV	08/23/12	08/29/12		CM	12-1p	11111--	:30	5	\$500.00	P-2	0.00 NM	5	\$2,500.00



**WPTV**

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Contract / Revision     **308464**     Flight Dates **08/23/12-08/29/12**

Hiatus Dates

Original Date / Revision   08/20/12/   08/21/12

Order Sep   00:20:00

Advertiser   **Crossroads GPS**

Product **Crossroads GPS**

Estimate #   **1955**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	11111--					5	\$500.00		0.00			
N 4	WPTV	08/23/12	08/29/12	M-F 12n-1p M-F 12n-1p M-F 5-530p M-F 5-530p	CM	5-530p	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	11111--					5	\$1,000.00		0.00			
N 5	WPTV	08/23/12	08/29/12	M-F 530-6p M-F 530-6p	CM	530-6p	11111--	:30	5	\$1,000.00	P-2	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	11111--					5	\$1,000.00		0.00			
N 6	WPTV	08/23/12	08/29/12	M-F 6-630p M-F 6-630p	CM	6-630p	11111--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	11111--					5	\$2,000.00		0.00			
N 7	WPTV	08/23/12	08/29/12	M-F 7-730p M-F 7-730p	CM	7-730p	11111--	:30	5	\$950.00	P-2	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	11111--					5	\$950.00		0.00			
N 8	WPTV	08/23/12	08/29/12	M-F 730-8p M-F 730-8p	CM	730-8p	11111--	:30	5	\$950.00	P-2	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	11111--					5	\$950.00		0.00			
N 9	WPTV	08/23/12	08/29/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	22222--	:30	10	\$500.00	P-2	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	22222--					10	\$500.00		0.00			
N 10	WPTV	08/23/12	08/29/12	Sa 6-7a Sa 6-7a	CM	6-7a	-----S-	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	-----S-					2	\$350.00		0.00			
N 11	WPTV	08/23/12	08/29/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	-----S-					1	\$750.00		0.00			
N 12	WPTV	08/23/12	08/29/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	3	\$1,000.00	P-2	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	-----S-					3	\$1,000.00		0.00			
N 13	WPTV	08/23/12	08/29/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	-----S-					1	\$600.00		0.00			
N 14	WPTV	08/23/12	08/29/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	-----S-					1	\$600.00		0.00			
N 15	WPTV	08/23/12	08/29/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/23/12	08/29/12	-----S-					1	\$500.00		0.00			



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Advertiser    **Crossroads GPS**

Product **Crossroads GPS**

Estimate #    **1955**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	08/23/12	08/29/12	Sa 7-8P Sa 7-8P	CM	7-8p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	-----S-					1	\$500.00		0.00			
N 16	WPTV	08/23/12	08/29/12	Saturday Prime C L&O:SVU	CM	10-11p	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	-----S-					1	\$500.00		0.00			
N 17	WPTV	08/23/12	08/29/12	Sa 11-1130P Sa 11-1130p	CM	11-1130p	-----S-	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	-----S-					1	\$2,000.00		0.00			
N 18	WPTV	08/23/12	08/29/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/23/12	08/29/12	-----S					1	\$600.00		0.00			
Totals														67	\$55,750.00